

ABSTRACT

The present invention is a method and apparatus for distributing computer-enhanced artwork for use in electronic messaging. Specifically, the present invention can create and distribute electronic stationery incorporating a computer-enhanced logo.

5 First, a customer can register to access the host artwork distribution system. Following registration, the customer can provide a logo or other artwork to the host system. The logo can be combined with a marketing logo. Preferably the marketing logo is a graphically anchored hyperlink to the host artwork distribution system. The combined logo can be resized and optimized for transmission in a data communications network.

10 Subsequently, the combined logo can be embedded into e-mail stationery. The email stationery then can be distributed to the customer whose e-mail client can be automatically configured to cause the e-mail stationery to be combined with subsequent electronic messages.